



Forget *the* Past
and
Remember *the*
Present

The Pen Prophet


HOLIDAY ISSUE

Vol. XII., No. 2

Published by
L. E. WATERMAN COMPANY

173 Broadway, New York

Waterman's Fountain Pen

The Pen  Prophet

2

The Pen  Prophet

Devoted to the education of money-making through the medium of

Waterman's Ideal Fountain Pen

Edited and Published by Educational Department

L. E. Waterman Company, 23 Broadway, New York, N. Y.

VOL. XII DECEMBER, 1914 No. 2

HEAD OFFICE

"The Pen Corner," 173 Broadway.....New York

GOLD PEN FACTORY

31-40 Fletcher Street.....New York

RUBBER FACTORY

Seymour.....Conn.

INK FACTORY

31-40 Fletcher Street.....New York

BRANCH OFFICES AND SHOW ROOMS

24 School Street.....Boston

115 So. Clark Street.....Chicago

17 Stockton Street.....San Francisco

L. E. WATERMAN COMPANY, LIMITED

107 Notre Dame Street, West.....Montreal

FACTORY

St. Lambert.....Quebec

EUROPEAN OFFICES

Kingsway.....London, W. C.

27 Rue Saint Augustin.....Paris

Via Bossi 4.....Milan

Bankstrasse 13.....Dresden

I Franzensring 20.....Vienna

14 Rue de Pont Neuf.....Brussels

Lowenstrasse 23.....Zurich

Provenza 255.....Barcelona

104 Clarence Street.....Sydney, N. S. W.

76 Mark Street.....Brisbane

Collins Building, Wynham Street.....Auckland

Cvakviteza 11.....Budapest, V.

37 Mansion House Chambers.....Cape Town

SOUTH AMERICAN OFFICE

Calle Lima 480.....Buenos Aires

OUR very best wishes for a merry and prosperous Christmas and healthful, happy New Year for Waterman's Ideal dealers and their families. We thank you for past business and find pleasure in the anticipation of the continuance of mutually pleasant relations.

L. E. WATERMAN COMPANY.



In our Christmas advertising, which is a part of your advertising, our Publicity Department has set forth the fact that "this is a year for practical presents." We know this to be a trend of the times. We know, further, that Waterman's Ideals are the practical

sort of gifts that are wanted. We are reminding the newspaper and periodical readers of the entire country of this fact. If you will bring your stock of Waterman's Ideals to the foreground and let the people know you sell them, you will find this to be a fact and your profits proportionate.

A very small percentage of folks give \$2.50, \$5.00 or \$10.00 gold pieces as Christmas presents. It isn't practical to do so in most instances, and lacks the Christmas sentiment in others. However, those are the popular amounts that are expended on Christmas gifts. Any one of those amounts will purchase a genuine Waterman's Ideal—a gift which carries the Christmas sentiment in a number of ways: it is a hall-marked article; it is useful; it is dignified; it is attractive in style and finish; it is appropriate for everyone who writes; it will last for years and be a constant and creditable reminder of the giver; it can be had to suit the handwriting of everyone, or can be exchanged until it does; it is genuine.

Our extensive factories are working full force to supply our dealers for the increased demands of the season now upon us. Let us start a new sentiment, "Sold in America," for the upbuilding and maintenance of the retail establishments of every community are as important to the nation as are its industries. The independent owners and well-positioned employees of the retail stores of this country are one of its largest mercantile factors, and should work together with that other large factor, the producer, in supplying to the American public the merchandise that is in demand, to the fairest possible profit of both, which is to the advantage always of local and national interests.

Do not overlook the fact that thirty-odd years of the history of Waterman's Ideals changed the world's method of writing, and its producers have persistently made and maintained the fountain pen market. There is a large, and one most carefully organized, company in back of it, which is constantly at your command. Under our business methods we can do only as much business as is done by the retail merchants with our line. So our efforts are divided in two directions: first, to the maintenance of the highest standard of quality in merchandise; second, to the greatest possible success of the retail dealer. Let us pull together for fountain pen success and larger sales. The sale and use of fountain pens is comparatively in its prime to-day. We know the market—evidence the two new Waterman's Ideal factories now under construction.

A Student's Contest.

Fifty Prizes for sketches, poems or stories about Waterman's Ideal Fountain Pens.

The L. E. Waterman Company offers fifty prizes to the students of American schools and colleges for stories, sketches or poems relating to the Waterman Ideal Pen.

As literary material the Waterman Ideal is full of suggestions. The great sermons, poems and novels of the coming year—at least very many of them—are lying at this moment in the barrels of Waterman Ideal Pens; for preachers and writers very generally have found out the saving of time and labor to be effected by becoming Dip-no-mores. The scientist's notes of his great discovery, the philanthropist's signature to a check for millions, the record of a statesman's weighty decision—all these are in the little rubber cylinders of Waterman Ideals, waiting to be given form by the minds and hands of their owners.

Write out some of these pen fancies as they occur to you. Each of the best fifty submitted in accordance with the conditions of the competition will win a prize of a Waterman Ideal Fountain pen.

Conditions.

1. Competitive papers, whether in prose or verse, must not exceed 350 words in length, and ought not to exceed 250 if this can be avoided. Papers must be signed with the writer's name, and contain the name and address of the school or college attended.
 2. Papers must not be submitted directly, but through the dealer in your town who carries Waterman Ideal Fountain Pens in his regular stock. He will countersign them before forwarding. All papers must be in before Jan. 16, 1904.
 3. Any student who is an undergraduate in any college or high school, or who is in the highest grammar grade of a common school, will be eligible to this competition. The papers of school and college students will not be judged in competition with each other, but in separate classes, thus making due allowance for the probable difference in age and attainments of the contestants. Not more than three of the prizes will be awarded in any one city or town.
- Put on your thinking cap, take your pen in hand and see if an inspiration does not

come to you. One of the most frequently quoted couplets in the English language is to the effect that the pen is mightier than the sword. Perhaps you may be able to originate a phrase about the Waterman Ideal that will go ringing down the centuries alongside of this one.

To show more fully the kind of matter that is desired in the competition, the poem and sketch which follow are printed in full. Can you do better or as good? If so, try, and you will stand a good chance of one of the fifty Waterman Ideals.

The Secret of Fame

The Poet sat at his desk, and wrote
 The thoughts which flocked through his brain,
 And he strove with his might to catch them all,
 For a thought comes not again.
 But oft, as an idea shaped itself
 In smoothest and sweetest rhyme,
 And he dipped his pen of steel in the ink,
 He lost just a second's time.

A second's time; not much, it is true,
 But the verse was forever gone,
 For the current of thought is like the stream,
 That ever moves on and on.

The Poet dreamed, and an angel came ;
A vision beyond our ken :
But the secret it gave to the Poet's ear
Should be known to all living men.

It whispered, " When dipping your pen in ink,
'Tis precious time that you lose ;
Then get you a WATERMAN'S IDEAL PEN,
And give free rein to your Muse.
No need *then* to stop, as you write your verse,
For a fresh supply of ink,
For the IDEAL PEN will write smoothly on,
As fast as your brain can think."

The Poet awoke, but remembered his dream,
And the world now honors his name,
But the WATERMAN PEN his good angel has
been,
And helped him to glory and fame.
To all who write, man, woman or child,
This message should quickly be sent :
" Buy a WATERMAN'S IDEAL FOUNTAIN
PEN ;
The investment you'll never repent."
H. C. KINCAID, Ogden, Utah.

Her Letter.

FIFTH AVENUE, N. Y.

Dear Friend Jack:—

This morning I opened the little box you left me, expecting to find a match, perhaps, or at most, a brass pin set with a glass diamond. And there was the beautiful little silver pen, nestling so cosily in its dainty case, that my fingers itched to get hold of it. "Waterman's Ideal"—no need to read the label—just the kind I have looked at so longingly in Brentano's.

But when I read the note, my joy was turned to sorrow. Even now, though I am using your pen, because I haven't the heart to return the gift, it distresses me more than I can tell to write you as I must.

I never dreamed you loved me, and honestly, Jack, I cannot believe you really do. That sounds unkind, I know, and I wouldn't seem to doubt your honesty for anything. It certainly was generous of you to leave me in silence, without taking advantage of your going away, and if, as you say, it was hard to do, I thank you for it. But you cannot really love me.

You never cared for girls' society as other fellows do. As a boy you would never

dance or go to a party, and even after you went to college you cared more for your chums and your football and your law than you did for any woman. Of course you will say that you cared for *me*, and I'll admit that we had lots of good times together, but it was just good comradeship—really, Jack—and nothing more. Good friends we have always been, and we must always be, Jack; so please understand and accept my answer, and let's go on just as if that horrid note was never written.

I'll keep the pen, and it writes so well that perhaps I shall be tempted to send you another letter before "Johnny comes marching home."

Very sincerely yours,

MADGE.

A Pen Case for the Desk.

An exchange prints the following directions for a convenient and pretty pen holder for the desk. When the pen clerk is a woman, and skilled at fancy work, she might make one of these cases to show to purchasers who would be glad to follow the suggestion.

Take one of the long narrow bottles a physician uses in the straps of his case; any druggist can give you one. Then cover it with a crochet case. Crochet a brass ring smaller than the bottom of the bottle with knitting silk, black being recommended for hard wear. After the ring is covered, make a row of single crochet with one chain between each stitch. Keep crocheting circles until the case fits over the bottle. When the case is completed, gild the bottle all over the outside and inside the neck for an inch. When the gilt dries, fit the silk case over it and suspend it with narrow ribbons in black and yellow from a very tiny gilt screw, that has been screwed into your desk in some convenient spot. When through using a pen always cover it and place it carefully into the holder, pen end up. After the habit is once formed you will always know just where to find it and will rejoice that it is always in good condition.



The Autocrat and His Pen.

*With Notes of Some Other
Famous Dip-no-mores
and Their Work.*

Mr. Thomas Bailey Aldrich writes, in an article in the *Century*, "Dr. Holmes had an odd liking for ingenious desk-accessories in the way of pencil-sharpener, paper-weights, penholders, etc. The latest contrivances in this fashion—probably dropped down to him by the inventor angling for a nibble of commendation—were always making one another's acquaintance on his study table. He once said to me, 'I'm waiting for somebody to invent a mucilage brush that you can't by any chance put into your inkstand. It would save me frequent moments of humiliation.'"

Dr. Holmes's wish was met, not by an improvement in his inkstand, but by its abolition. Later in life he came into possession of a Waterman Ideal, of which he wrote:

It works admirably. I have given up every other pen in its favor and have of late done all my writing with it.

OLIVER WENDELL HOLMES, M. D.

Mr. F. Frankfort Moore has made an interesting calculation of the amount of work done by his Waterman Ideal pen, since he bought it nine years ago in Ireland. This is comparatively easy up to a certain point, as he simply adds up the publisher's count of the number of words in each of his books, making a total of over two million words in the time mentioned. To this must be added the numerous articles writ-

ten by this busy author for the periodical press and the large correspondence which he attends to in person. Has any other Dip-no-more so large a record to submit?

The general use of Waterman Ideal pens among statesmen and other people of prominence has made the custom of asking for the pen used to sign important documents a more or less delicate matter. It would be impossible for President Roosevelt, who is a Dip-no-more, of course, to give up his favorite pen every time he signed a bill in which some one or other happened to be particularly interested. Persons who want pens with which Governors' or other official signatures have been made should learn the number of the pen habitually used by the signer, and provide a slightly handsomer pen of the same action, presenting it with the suggestion that the older pen be used for the signature and the new one retained.

One of the most expressive commendations the Waterman Ideal has ever had comes from the pen of Mrs. Margaret E. Sangster, who has been for many years a Dip-no-more. "Compared to the old way," she writes, "of dipping the pen into the ink at every second or third

sentence, this delightful fountain pen is to the literary worker as wings to a bird, the other being somewhat like the halting gait of a cripple."

Almost all well-known actors and singers are owners and users of Waterman Ideals, for a reason which is very fully explained in a letter from Madam Nordica, who writes of her pen, "It is always reliable and in traveling *indispensable*." Miss Viola Allen is equally enthusiastic in her approval. "It is a pleasure," she writes, "to give my opinion

of the Waterman Ideal pen, because nothing but words of praise can be said of it."

Waterman Ideals follow the flag, whether the Constitution does or not, as is shown by the following letter from Mr. Ramon Reyes Lala, Filipino, author and lecturer.

My Dear Mr. Waterman:—

Permit me to express my delight with the Waterman's Ideal Fountain Pen. It is truly ideal, it is a fountain of pleasure as well as of ink, and has made the work of a new series of lectures I have just completed a positive delight. I think there should be a large field for this pen in my native land, the Philippine Islands, and wish you the greatest possible success.



The Up-to-Date Saint Nicholas.

"For out of olde feldys, in good fey
Comyth the new crops from yere to yere
And out of olde bokes, as men say,
Comyth the all that new knowledge that men lere."
—CHAUCER.

'Twas the night before Christmas, and all through
the house
Not a creature was stirring, not even a mouse,
The stockings were hung in an orderly row—
With reinforced heel and no holes in the toe;
Indefinite whisperings hung on the air
For surely Saint Nicholas soon would be there.

A whistle of whip and a jingle of bells—
The sound was the same as the old story tells,
All was the same as on that well-known day
The eight little reindeer, the old-fashioned sleigh,
And Santa's round paunch—though a little bit
fatter,
Had its jelly-like shake. But pray! What's the
matter?

Just look at his pack! Of all things, who'd think
That Saint Nick had come with nothing but ink?
He slides down the chimney and lands in the hall,
Then laughs, doubles up, and looks more like a
ball.
And now he begins, "No. 6, No. 5,
No. 4, No. 3, No. 2—Sakes alive!

"How these people will stare when they come
down to-morrow;
They'll think it's high time to go out and borrow;
But some one will be just a little bit curious

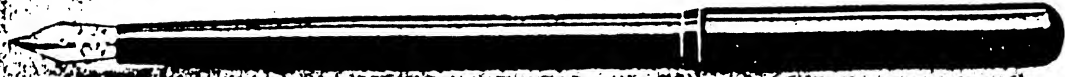
And shortly allay all the storms of the furious.
Perhaps I did wrong to try this experiment
But surely it's caused me a great deal of merriment.

"And, if it's pleased me, of course they'll be
tickled,
Or may the sweet soul of good nature be pickled,"
So musing he finished his work and was gone
For already he noticed the first streaks of dawn.

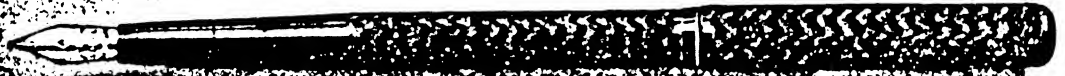
He clattered away,—but say, where d'y'e s'pose
This mischievous Santa Claus, sure enough, goes?
Well, his home is in Broadway, in old New York
town,
He moved there when Prose pulled his old dwelling
ing down.
And year in, year out, by thousands and tens
He's working Waterman's Ideal Pens.

For the world has come more and more plainly to
see
As it buzzes along, like a big busy bee,
That, after all, quantity's nothing to quality,
In causing good will and comfort and jollity;
And Saint Nick, in choosing the best gift for men,
Picked out the Waterman's Ideal Pen,
Deciding that nothing more useful or pleasant
Could well be devised in the way of a present.

Styles of Waterman Ideals



Cone Cap Holders, No. 14, \$4.00. Other sizes \$2.50 to \$6.00.



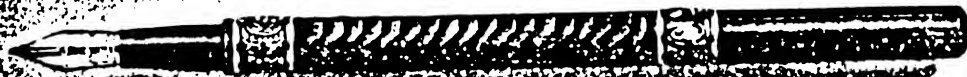
Cone Cap Holders, chased, No. 14, \$4.00. Other sizes \$2.50 to \$6.00.



Cone Cap Holders, chased, gold mounted cap, No. 14, \$5.00. Other sizes \$3.50 to \$7.00.



Cone Cap, gold mounted holders, No. 14, \$5.00. Other sizes \$3.50 to \$7.00.



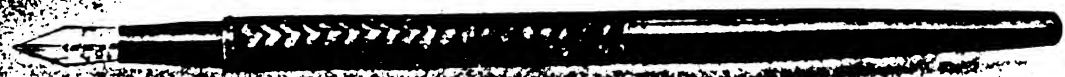
Straight Holders, gold mounted, No. 4, \$5.00. Other sizes \$3.50 to \$7.00.



Taper Cap Holders, gold mounted, No. 24, \$5.00. Other sizes \$3.50 to \$7.00.



Silver Filigree, No. 14, \$7.00. Other sizes at \$5.00, \$8.50 and \$9.50.



Taper Cap Holder, chased, No. 24, \$4.00. Other sizes \$2.50 to \$6.00.

The gold pens shown above are the No. 4 size only. Others as priced, smaller sizes No. 2 and No. 3; larger sizes No. 5 and No. 6

Suitable for Holiday Gifts



No. 222 Chased, No. 2 gold pen, \$6.00.



No. 224 Barleycorn, No. 4 gold pen, \$7.50. Also made with No. 2 gold pen, No. 222, at \$4.00.



No. 224 Chased, No. 4 gold pen, \$8.00.



No. 414, silver, No. 4 gold pen, \$8.00.



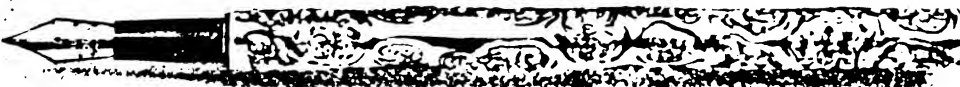
No. 404 silver, Indian Scroll, No. 4 gold pen, \$11.00.



No. 404 silver, Chased, No. 4 gold pen, \$10.00. Also made with No. 2 gold pen, No. 402, \$7.50.



No. 404 silver, Gouffresque, \$11.00. Also made with No. 2 gold pen, No. 402, \$7.50.



No. 404 silver, Patch, \$10.00.

The last four Sterling Silver patterns are also made in 14 karat gold, series 504; and in 18 karat gold filled, series 0504

**Waterman's
Ideal Fountain Pen**
makes Thanksgiving the Year
round

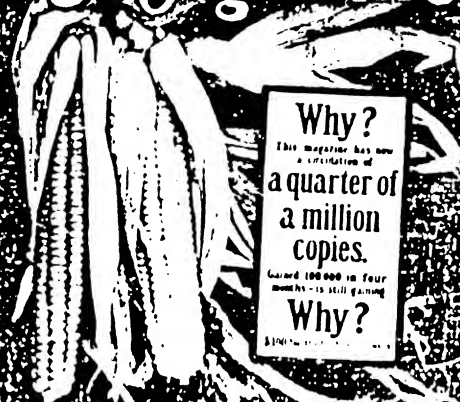


WATERMAN'S IDEAL is the best fountain pen in the world, and, when it is presented as a gift, correct thanksgiving invariably follows. No one can be truly thankful for a gift that is not genuine, so beware of imitations and substitutions and purchase only through responsible dealers.
L. E. Waterman Co., 173 Broadway, New York

NO. 51
EVERYBODY'S MAGAZINE
NOV. 1935

Ten Cents

Everybody's Magazine



Why?
This magazine has over a circulation of a quarter of a million copies.
Circulation 100,000 in four months - is still gaining.
Why?

Chas. Ridgway, Theyer Company
Union Square, New York

An Advertisement of

Everybody's Pen

as it appears in the current issue of

Everybody's Magazine

**Waterman's Ideal
Fountain Pen**

is advertised not only in the leading periodicals, but by the two million men and women who use it daily and praise it highly whenever opportunity offers.

**L. E. Waterman
Company**

Main Office:
173 Broadway, New York

- 8 School St., Boston
- 158 Montgomery St., San Francisco
- 175 Wabash Av., Chicago
- 12 Golden Lane, London